GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agricultural Marketing Department– Authentication user Agency (AUA)/ KYC User Agency (KUA) services – Submission of proposals to Ministry of electronics and information technology (MeitY) for use of voluntary Aadhaar authentication under section 4(4)(b)(ii) of the Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016 – Approval of Aadhaar Authentication Services for efarmarket.ap.gov.in (both Mobile and Web Application) under Rule 5 of the Aadhaar Authentication for Good Governance Rules read with section 4(4) (b) (ii) of the said Act, 2016 for Andhra Pradesh Farmers e-Vikraya Corporation Limited (APFEVCL) e-Marketing Platform of Government of Andhra Pradesh - Notification - Orders – Issued.

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AGRICULTURE AND CO-OPERATION (MKTG-II) DEPARTMENT

G.O.Ms.No.3 Dated:18/01/2022

Read the following:-

1 . From M D , A P F E V C L , G u n t u r Lr.No.AGC05- 24021/36/ 2020, Dated:19.09.2021.
2. G.O.Ms.No.12, dated:24-03-2021 Agriculture and Cooperation (Mktg-II) Department.
3. G.O.Ms.No.33, dated:28-05-2021 Agriculture and Cooperation (Mktg-II) Department.
4. From Commissioner and Director of Agricultural Marketing, Guntur Lr.No.AGC05/24021/36/2021, dated:26-04-2021.
5. From APTS, Vijayawada File No.ITC-51-20023/13/2020- Infra-APTS, dated:11-08-2021.
6. From Ministry of Electronics & Information Technology, GoI. File. No.13(4)2020-EG-II(Vol-13), dated:22-09 -2021.
7. From Commissioner and Director of Agricultural Marketing, Guntur, Lr.No.AGC05/24021/36/2020, Dt.26-11-2021.

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ORDER :

The following Notification will be published in an Extraordinary issue of Andhra Pradesh Gazette Dated :18-01-2022.

NOTIFICATION

Whereas, the Government of Andhra Pradesh vide G.O.Ms.No.12, dated:24-03-2021 Agriculture and Cooperation (Mktg-II) Department have permitted the Commissioner & Director of Agricultural Marketing for constitution of a Special Purpose Vehicle (SPV) to administer the e-Marketing Platform and to register the SPV under Companies Act, 2013 in the name and style of Andhra Pradesh Farmers e-Vikraya Corporation Limited;

And whereas, the Andhra Pradesh Farmers e-Vikraya Corporation Limited (APFEVCL) formed by the Government of Andhra Pradesh with Commissioner and Director of Agricultural Marketing as the Chairman and the Chief Executive Officer, Rythu Bazars is the Managing Director and Commissioner of Agriculture, Commissioner of Horticulture and Managing Director, A.P.MARKFED are the Directors (Shareholders of the company) as per the orders contained in G.O.Ms.No.33, dated:28-05-2021 Agriculture and Cooperation (Mktg-II) Department;

(contd..2)

And whereas, the efarmarket.ap.gov.in (both Mobile and Web Application) is a Electronic Trading Platform to connect the Farmers, Buyers, Traders and Transporters which enables the farmers of the State of Andhra Pradesh to sell their produce outside Agricultural Market Yards directly from their farm-gate to traders from anywhere in India.

And whereas, the Ministry of Electronics & Information Technology, Government of India approves the competent authority to the Agricultural Marketing Department, Government of Andhra Pradesh (Commissioner & Director of Agricultural Marketing) for use of Aadhaar authentication services, on voluntary basis, for validation of residents (Farmers, Traders, Logistic providers etc.) in e-Marketing Platform of Government of Andhra Pradesh "efarmarket.ap.gov.in" (both Mobile and Web Application), in terms of Rule 5 of the Aadhaar Authentication for Good Governance (Social Welfare, Innovation, Knowledge) Rules, 2020 read with Section 4 (4) (b) (ii) of the Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016.

Now, the Agricultural Marketing Department, Government of Andhra Pradesh is appointed as Sub- Authentication user Agency (AUA) / KYC User Agency (KUA) to Information Technology, Electronics & Communications Department, Government of Andhra Pradesh to use Voluntary Aadhaar Authentication services under the Aadhaar Authentication for Good Governance (Social Welfare, Innovation, Knowledge) Rules, 2020 read with Section 4(4) (b) (ii) of the Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016 for efarmarket.ap.gov.in" (both Mobile and Web Application) of Andhra Pradesh Farmers e-Vikraya Corporation Limited (APFEVCL) e-Marketing Platform of Government of Andhra Pradesh by adhering the following information with respect to use of Aadhaar authentication, as conveyed by Unique Identification Authority of India:

1. The instant approval is for both 'Yes / No' authentication and Aadhaar e-KYC facilities. Information Technology, Electronics & Communications Department, Government of Andhra Pradesh would be the Authentication user Agency (AUA) / KYC User Agency (KUA) for this purpose.
2. The informed consent of the resident shall be obtained for the purpose of authentication in terms of Section 29 of the Aadhaar Act, 2016. The purposes for which the Aadhaar number and related information is being sought must be communicated clearly to the resident. Specifically, the manner in which the Aadhaar number will be collected, stored, and used should be clearly communicated to the residents.
3. The Commissioner & Director of Agricultural Marketing, Government of Andhra Pradesh shall ensure that, whenever required, provisions of Section 8 (2) & (3) of Aadhaar Act, 2016 (as amended) relating to Aadhaar authentication of children are strictly adhered to without fail.
4. There shall not be denial of any service / benefit to resident on account of failure of Aadhaar based authentication.
5. The resident shall be informed of alternate mechanism of identification / verification as the instant usage of Aadhaar authentication is permitted purely on voluntary basis.
6. There shall not be display of Aadhaar number anywhere in system and wherever required only last four digits of Aadhaar number may be displayed.

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7. Aadhaar numbers shall be stored securely in Aadhaar Data Vault and in accordance with directions provided vide Unique Identification Authority of India Circular 25-07-2017 in this regard. Any sharing of Aadhaar number shall be done in an encrypted and secure manner and only in accordance with provisions of Section 29 of the Aadhaar Act, 2016 (as amended).
8. Complete details of the e-KYC information of the resident shall not be displayed on the screen instead only necessary demographic details such as first name, year of birth etc. may be displayed.
9. Bio-metric authentication of residents shall be performed only in assisted mode or controlled environment by the operator registered / verified by the Commissioner & Director of Agricultural Marketing, Government of Andhra Pradesh and Information Technology, Electronics & Communications Department, Government of Andhra Pradesh.
10. The Commissioner & Director of Agricultural Marketing, Government of Andhra Pradesh shall get its applications audited by a CERT-IN empanelled IS auditor and submit that report to Unique Identification Authority of India. Any subsequent suggestion made by Unique Identification Authority of India may also be complied with. The Commissioner & Director of Agricultural Marketing, Government of Andhra Pradesh may encourage use of Iris-based Biometric authentication, wherever required considering that it is more accurate, contactless and safe particularly in current COVID-19 pandemic times.
11. The Commissioner & Director of Agricultural Marketing, Government of Andhra Pradesh and Information Technology, Electronics & Communications Department, Government of Andhra Pradesh shall comply with all the relevant provisions of the Aadhaar Act, its associated regulations and other instructions issued by Unique Identification Authority of India from time to time.

2. This notification shall come into effect on the date of its publication in the official Gazette.

3. The Commissioner and Director of Agricultural Marketing, Guntur and Chairman Andhra Pradesh Farmers e- Vikraya Corporation Limited (APFEVCL) shall take further necessary action accordingly.

4. The Managing Director, Andhra Pradesh Farmers e-Vikraya Corporation Limited (APFEVCL) shall take further necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Y.MADHUSUDHANA REDDY
PRINCIPAL SECRETARY TO GOVERNMENT

DESPATCH 18.01.22

To

The Commissioner of Printing and Stationary (Printing Wing), Vijayawada. with a request to publish the notification in the next issue of Andhra Pradesh Extraordinary Gazette and to furnish 50 copies of the same in both English and Telugu to the Commissioner and Director of Agricultural Marketing, Guntur and Chairman, Andhra Pradesh Farmers e-Vikraya Corporation Limited.

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DESPATCH 18/01/22

The Commissioner and Director of Agricultural Marketing, Guntur.
The Chairman, Andhra Pradesh Farmers e-Vikraya Corporation Limited.
The Managing Director, Andhra Pradesh Farmers e-Vikraya Corporation Limited.

DESPATCH 19/01/22

Copy to

The Information Technology, Electronics & Communications Department, Velagapudi.
The AP Technology Services Ltd., Vijayawada.
The Ministry of Electronics & Information Technology, Government of India.

DESPATCH 19/01/22

The PS to Hon'ble Minister (Marketing and Cooperation)
Law (A), Department.
SF.

//Forwarded by Order//

S. Narasinga Rao
Section Officer

O/C